

REMARKS

In response to the Decision on Appeal dated October 22, 2010, Assignee respectfully requests reconsideration based on the above amendments and the following remarks. Assignee respectfully submits that the claims as presented are in condition for allowance.

Claims 12-15 and 17 were rejected under 35 U.S.C. § 103 as being unpatentable over Yokota in view of Bide and Hakala. This rejection is traversed for the following reasons.

The prior art rejection of claims 16 and 17 was reversed in the Decision on Appeal issued July 22, 2010. Claim 16 addressed by the Board of Appeals recited using location and orientation to determine a location in a view. In the present amendment, the features of claim 16, including the orientation feature, have been incorporated into claim 12. As the prior art rejection of claim 16 was reversed by the Board, claim 12 is now allowable.

Claim 12 also recites "receiving target data from the user device corresponding to the location in the view, the target data being an image of a target; identifying the location in the view in response to the target data." Support for these features is found in at least page 12, line 17 to page 13, line 5 of the specification. Embodiments use the image (e.g., a building) to identify the location. None of Yokota, Bide and Hakala discloses this feature. Claims 13 and 17-21 depend upon claim 12 and are allowable.

In view of the foregoing remarks and amendments, Assignee submits that the above-identified application is now in condition for allowance. Early notification to this effect is respectfully requested.

If there are any charges with respect to this response or otherwise, please charge them to Deposit Account 06-1130.

Respectfully submitted,

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